Branding Guru I Recruitment I Social Media I Web Content

VIRTUAL STUDENT FOREIGN SERVICE

VSFS

Project Title	Branding Guru I Recruitment I Social Media I Web Content
Project Summary	Have you ever heard of the Bureau of Land Management (BLM) and the awesome work we do? If you said yes, we would be surprised. That's why we need "YOU" to help us revamp our branding and recruit people just like you!
Country	United States
Agency	Bureau of Land Management
DoS Office	N/A
Post	N/A
Section	N/A
Number of Interns	1

Project Description

The Office of Recruitment and Retention Programs (ORRP) within the Bureau of Land Management (BLM) seeks a volunteer to assist us with our branding needs. As well as to assist us with the creation of content about the programs we oversee; our programs center on the recruitment, employment, engagement, and retention of a diverse workforce. The individual selected for this opportunity will draft articles, create social media content, generate surveys, research career/recruiting events, gather data, develop educational materials and webinars, improve web content, and complete other duties as assigned.

Desired Skills Interests

Additional Information

The BLM's mission is to sustain the health, diversity, and productivity of America's public lands for the use and enjoyment of present and future generations.

ORRP is responsible for the development and implementation of special programs such as the Direct Hire

Authority Program, Employee Engagement and Retention Programs, Pathways Programs, Public Land Corps Hiring Authority Program, Schedule A Program, Veterans Program, and so forth for the BLM. ORRP also oversees the execution of the Presidential Executive Orders (EOs) that address the importance of diversity within an agency through the inclusion of underserved communities and underrepresented groups to include individuals with disabilities, minorities, veterans, and women and girls.

More information about the BLM and the work we do can be found at the following websites: https://www.blm.gov/ and https://www.blm.gov/careers.

Language Requirements

None